

# **RJ REYNOLDS**

**TOBACCO COMPANY**

# **COPY**

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

February 3, 1998

**RJR Account #332400**

Mr. F. Kowalski  
KEYCO DISTRIBUTING

### **MARCH: WINSTON B2G1F / PROMOTION #800115**

Dear Frank:

WINSTON B1G1F product (6M), and Live product, has been ordered (see quantities listed below), as well as 30 skus of B2G1F Sleeve Display Kits (Item #538994) to pack and ship this promotion to your participating retail accounts. (Note that this product is not 'pre-sleeved' product.)

WINSTON BRAND STYLE	#/ Cases B1G1F (6M)	B1G1F UPC Code	#/ Cases LIVE	LIVE UPC Code
<b>FF Box</b>	<b>1</b>	12300-11226	<b>1 (12M)</b>	12300-11212
<b>Light Box</b>	<b>2</b>	12300-11926	<b>1 (6M)</b>	12300-11906
<b>Ult Lt Box</b>	<b>1</b>	12300-70326	<b>1 (6M)</b>	12300-70306

Product / Premium Arrival:

February 23, 1998

Ship Date to Retail:

Week of: March 9, 1998

#### **DISPLAY DETAIL (#538994)**

SKU CUBE: 1.6700  
SKU WT (w/o Product): 4.5000 lbs  
Retail Sales Offer per Sku: 20 Offers

Billing per Sku: 4 Full Price Cartons

EFT \$ Amount: \$2,095.07

PARTNERS 'BONUS' REPORTING DESCRIPTION 'WIN MAR B2G1F'

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-2-

B1G1F

KEYCO DISTRIBUTING

**PROMOTION DESCRIPTION:** SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'.  
OPEN WINSTON B2G1F SHIPPING CASE. REMOVE RED CARDBOARD INSERT AND PLACE ONE  
B1G1F OFFER INTO EACH WINSTON STYLE-SPECIFIC SLEEVE. ADD ONE 'LIVE' WINSTON PACK OF  
SAME STYLE TO EACH OFFER. PLACE RED CARDBOARD INSERT BACK INTO CASE AND SHIP TO  
RETAILER.

**BRAND STYLES:** WINSTON FF BOX / WINSTON LT BOX / WINSTON ULT LT BOX

**DISPLAY BRAND LOAD:**

\* **4 CARTONS:**

2 WINSTON LT BOX

1 WINSTON FF BOX

1 WINSTON ULT LT BOX

**EACH DISPLAY WILL CONTAIN TWENTY (20) B2G1F OFFERS.**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$28.00 (2 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell

Promotional Coordinator / 1610

/jc

cc: J. McLean

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

WHOLESALER : 332400 KEYCO DISTRIBUTORS, INC. <DIRECT>  
 TEMPLATE : 800115 80300 WIN MAR B2G1F  
 TEMPLATE SEQ : 0038  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162208	162224	182302	HESS MARKET	ROUTE 487	ORANGEVILLE	PA	17859	1		29160	(717)683-5737	
162208	162220	185099	COOKS STORE	22 LEHMAN CENTER	LEHMAN	PA	18627	1			(717)675-2811	
162208	162220	185382	MIDWAY BEVERAGE	MIDWAY S C	WYOMING	PA	18644	1			(717)693-3395	
162208	162220	247518	BONANZA BEVERAGE	MEMORIAL HIGHWAY	DALLAS	PA	18612	1			(717)675-8411	
162208	162222	380071	WILBURS COUNTRY STO	RR 2 BOX 60	FALLS	PA	18615	1			(717)388-6700	
162208	162224	775729	FINNS NEWS AGENCY	9E MAIN ST	BLOOMSBURG	PA	17815	1			(717)387-0710	
162208	162222	777376	COOLEAUGHS	RR 1 BOX 203	PITTSTON	PA	18643	1		20055	(717)388-6558	
162208	162220	875309	S&J GROCERY & DELI	48 ASHLEY ST	ASHLEY	PA	18706	1			(717)829-8188	
162208		185371	MALTBY DRUG	668 MAIN ST	SWOVERSVILLE	PA	18704	1			(717)287-7724	
162208	162220	502069	ELLIS BEER DISTRIBUTU	499-501 HAZLE STR	WILKES BARRE	PA	18702	1			(717)822-2166	
162208		590051	HAGGERTY'S SERV STA	63 MAIN ST	PITTSTON	PA	18640	1			(717)654-1992	
162208		667071	VITALE'S DISCOUNT	336 S HANOVER ST	NANTICOKE	PA	18634	1			(717)735-8744	
162208	162220	685011	DEMUND'S MEATS&MOREIN	2116 LOWER DEMUND	DALLAS	PA	18612	1			(717)675-4647	
162208	162220	710268	WYCHOCKS BEVERAGE	730 W-B TWP BLVD	WILKES BARRE	PA	18702	1			(717)823-5729	
162208	162220	758253	FETCH'S FOOD STORE	2010 WYOMING AVE	WYOMING	PA	18644	1			(717)288-7914	
162208	162220	777512	FETCH'S FOOD STORE	500 E MAIN ST	PLYMOUTH	PA	18651	1				
173804	173845	775531	FUN SHOP	103 W INDEPENDENC	SHAMOKIN	PA	17872	2		332400	(717)648-4821	
173806	173820	499689	Q STOP, INC.	R.D. #1	HAZLETON	PA	18201	1			(717)459-2414	
173806	173824	711846	FRACKVILLE NEWS	31 S LEHIGH ST	FRACKVILLE	PA	17931	3		25510	(717)874-0850	
173806	173820	183940	SHARPS NEWS INC	2 E RIDGE ST	LANSFORD	PA	18232	1		46270	(717)645-4616	

PAGE BREAK TOTAL ACCOUNTS

20 TOTAL QUANTITY

23

TEMPLATE TOTAL ACCOUNTS

20 TOTAL QUANTITY

23

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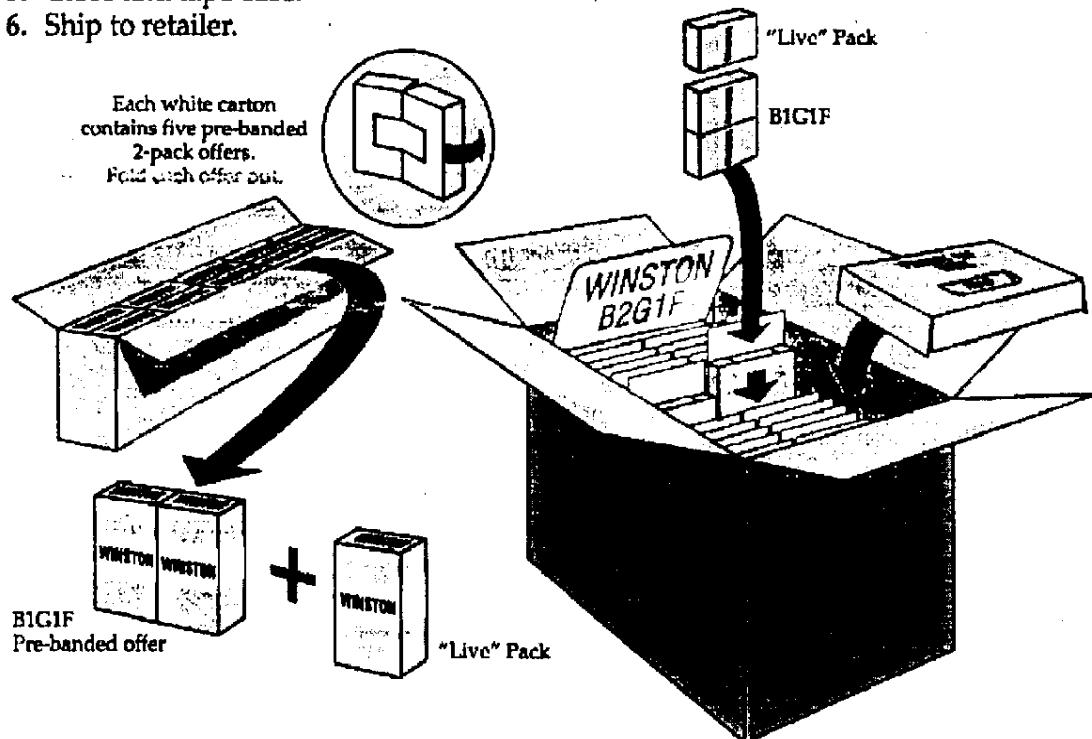
**WHOLESALER PACKING INSTRUCTIONS****VALUE ADDED PROMOTIONS****1ST QTR.'98**

# March WINSTON B2G1F

*(Buy 2 Packs Get 1 Free)*

**STEPS**

1. Open WINSTON B2G1F shipping case. Remove red cardboard insert.
2. Place one B1G1F offer into each Winston style specific sleeve. Promotional product is in white cartons, utilize 2 cartons Winston Lt. Box, 1 carton Winston FF Box and 1 carton Winston Ul. Lt. Box.
3. Add one "live" Winston pack of same style to each offer.
4. Place red cardboard insert back into case. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.

**Item: # 538994****Promotion Reporting Description: WIN MAR B2G1F**

<b>Brand Style</b>	<i>LT Box</i>	<i>FF Box</i>	<i>ULT LT Box</i>			
<b>Number of Cartons</b>	<i>2</i>	<i>1</i>	<i>1</i>			

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# FREE pack with 2-pack purchase

Smoke this.

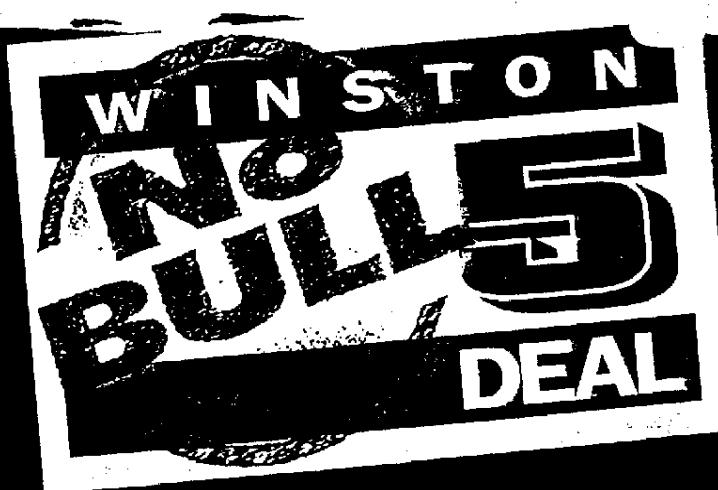
FREE pack

with 2-pack  
purchase.



Winston

- Kick off March with this offer: Buy 2 packs. Get one free.
- Special packaging in Full Flavor, Lights and Ultra Lights Box Styles.
- Dramatic counter display and poster.
- Another No Bull 5 way to build traffic.



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